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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Scott J. Swartz

Tamera Alwine

Serial No.: 10/002384

Filed: October 26, 2001

For:

Method for Marketing Demographic-

Directed Printed Media

§ §

Group No.: 3624

Atty. Docket No.: SJSPAT001US

Examiner:

8 §

Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

SUBSTITUTE POWER OF ATTORNEY AND REVOCATION OF PRIOR POWERS

As Inventors of the above identified patent application, all powers of attorney previously given are hereby revoked, and the following attorney is hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

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Scott J. Swartz (date)

Tamera Alwine (date

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CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office, FAX NO: 703-306-4195 on the date shown below.

1. A Power of Attorney with change of correspondence address and revocation of prior powers.

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